



DUMFRIES, VIRGINIA

Virginia's Oldest Continuously Chartered Town
CHARTERED 1749 INCORPORATED 1961

17755 Main Street
Dumfries, Virginia 22026-2386
Tel: 703-221-3400 / Fax: 703-221-3544
www.dumfriesva.gov

To: Mayor Foreman, Members of Council and Mr. Taber

From: Richard West

Date: 28 January 2014

Re: Public Works activities for the Month of January 2014

STORM RESPONSE

A winter storm passed through Dumfries on January 21st. Public Works employees worked 19 overtime hours to clear streets. The storm required us to plow snow from all streets at least 4 times and we put down approximately 18 cubic yards of road salt on Town streets.

STORMWATER MANAGEMENT

- FEMA Flood Insurance Rate Map (FIRM): The next milestone is to submit a draft floodplain ordinance to DEQ by 28 February.
- Quantico Creek Assessment: Final Draft report has been submitted for Town review. Staff is considering the possibility of beginning mapping of the creek as a first step towards design for implementation of the recommendations in the assessment.

PLAN REVIEW/PERMITS

- See the attached Permits Report.
- The Department issued two Notices of Violation (NOV), resolved three NOVs, and has seven open NOVs.

TRANSPORTATION/ROADS

- **US Route 1 (Fraley Boulevard) Widening**

VDOT is still in the procurement process for a design consultant.

DPW staff is working with VDOT staff to ensure that the project is included in the Northern Virginia Transportation Authority Six Year Program Call for Projects, due 31 January 2014.

- **Tripoli Boulevard Drainage Improvement Project** –Bid documents are being reviewed by Public Works.

Right of Way/Easement Acquisition: Three parcels outstanding. They are not impeding utility relocations or bid advertisement.

Utility Relocations:

- Dominion Virginia Power –Dominion’s relocations are done.
- Verizon – Relocation is complete but cut over is pending Comcast's relocation efforts. Verizon will cut over once Comcast is done.
- Comcast - Comcast has assigned the project to Capitol Cable but no timeframe has been given for relocation.
- Columbia Gas – Relocation is complete. Abandonment of existing line is done.

Traffic Impacts: Utility relocations will be occurring through February. Utilities are required to maintain traffic. If there are traffic issues, please call the Department of Public Works at 703 221-3400. The consultant is working in contact with Capitol Cable to expedite the project.

Schedule impact: The current project schedule is as follows:

TASK	DATE	STATUS
Right of Way/Easement Acquisition		Proceeding
Bidding Documents completion	December 2013	Complete
Utility Relocations		
Columbia Gas		
Relocation	September 2013	Complete
Abandonment of existing line	January 2014	Complete
Dominion Virginia Power		
Survey stakeout	September 2013	Complete
Relocation	December 2013	Complete
Verizon	January 2014	Substantially complete
Issue Bids	February 2014	Pending final edits
Receive Bids	Feb/Mar 2014	
Council Bid Approval	April 2014	
Complete Construction	November 2014	

- **Graham Park Road/Curtis Drive/Route 1 Intersection Project** – Design work continues for the project. A revised stormwater management design has been selected that will decrease construction costs. Utility easement limits are being revised in accordance with the new stormwater management approach.

Schedule impact:

The project schedule is as follows:

TASK	DATE	STATUS
Request R/W Authorization	March 2014	
R/W Authorization	May 2014	
R/W Acquisition and Utility Relocations Clear	May 2015	
Final Plans (100%) and Bid Documents Submitted and Request Construction Authorization	July 2015	
Construction Authorization	August 2015	
Advertisement	August 2015	
Begin Construction	January 2016	
Complete Construction	October 2016	

- **Multi Modal Phase II** – Project design plans are at a 90% level; minor revisions are being made after review by the consultant and Public Works. A 60% probable cost estimate for construction has been performed. Currently, the construction estimate is approximately \$250,000-\$275,000.

Schedule impact: It is anticipated that the project will be advertised in spring 2014, and construction should last 90-120 days.

The schedule for Section I of this project is as follows:

TASK	DATE	STATUS
Environmental Document (PCE)	February 2013	Executed
Final Plans (100%) and Bid Documents Submitted	January 2014	Under way

and Request CN Authorization

R/W Acquisition and Utility Relocations Clear	January 2014
CN Authorization	February 2014
Advertisement	April 2014
Begin Construction	July 2014
Complete Construction	October 2014

- **Cameron Street** - Two alternate concepts for the project were developed by the consultant and are under review by Public Works.

MEETINGS, TRAINING, ETC.

- Northern Virginia Transportation Authority
 - Project Selection Model Selection Working Group: Met on 06 January to discuss suggested Measures of Effectiveness, rating scores and factoring approach. Submitted comments on the Project Evaluation Framework to NVTa on 23 January.
- Northern Virginia Regional Commission Clean Water Partners met on 07 January to plan the 2014 media campaign for MS4 outreach (meeting notes are attached).

GRANTS

- DPW reviewed a Request for Proposals for the Virginia Trees for Clean Water Program. We are discussing a possible application with Prince William County for the Dewey's Run restoration.

TOWN OF DUMFRIES-All Permits Issue Date: 1/1/2014 - 1/31/2014

Type / Status	Applicant	Subdivision	Parcel ID	Issue Date
DUMFRIES SHOPPING CENTER				
Sign				
Active				
<u>Building Mounted signs</u>				
Z140-06	Brown, Christopher K.	DUMFRIES SHOPPING CENT	8188-79-7450-SN18	1/27/2014
Total Sign by SubType: Building Mounted signs - Active				1
Total Sign Active				1
Total Sign				1
Total Permits DUMFRIES SHOPPING CENTER 1				
JEFFERSON DAVIS HWY				
Sign				
Active				
<u>canopy</u>				
S14-003	MRM LLC,	JEFFERSON DAVIS HWY	8289-25-6124-SN17	1/21/2014
Total Sign by SubType: canopy - Active				1
<u>Reface</u>				
S14-005	MRM LLC,	JEFFERSON DAVIS HWY	8289-25-6124-SN17	1/21/2014
S14-004	MRM LLC,	JEFFERSON DAVIS HWY	8289-25-6124-SN17	1/21/2014
S14-001	Total Imaging INC, Richard Halliley	JEFFERSON DAVIS HWY	8289-25-6124-SN17	1/21/2014
Total Sign by SubType: Reface - Active				3
<u>replacement sign</u>				
S14-002	MRM LLC,	JEFFERSON DAVIS HWY	8289-25-6124-SN17	1/21/2014
Total Sign by SubType: replacement sign - Active				1
Total Sign Active				5
Total Sign				5
Total Permits JEFFERSON DAVIS HWY 5				
KNOLLS OF DUMFRIES				
Building				
Active				
<u>finish basement</u>				
B14-004	AWUT, SAMET & MALIYAMU WUFUE	KNOLLS OF DUMFRIES	8188-68-0828	1/24/2014
Total Building by SubType: finish basement - Active				1
Total Building Active				1
Total Building				1
Total Permits KNOLLS OF DUMFRIES 1				
MAIN STREET				
Building				
Active				
<u>Fire Escape</u>				
B14-003	Amir, Nasri	MAIN STREET	8189-70-2641	1/10/2014
Total Building by SubType: Fire Escape - Active				1
Total Building Active				1
Total Building				1

Type / Status	Applicant	Subdivision	Parcel ID	Issue Date	
					Total Permits MAIN STREET 1
MINE RD					
Building					
Active					
<u>Demo and building</u>					
B14-001	WASHINGTON, GWENDOLYN P & HA	MINE RD	8189-71-3646	1/8/2014	
Total Building by SubType: Demo and building - Active					1
Total Building Active					1
Total Building					1
Total Permits MINE RD					1
OLDTRIANGLE ROAD					
Gas					
Active					
<u>Abandon gas line</u>					
G14-001	Columbia Gas of Virginia, Kevin Unde	OLDTRIANGLE ROAD	8188-88-1361	1/7/2014	
Total Gas by SubType: Abandon gas line - Active					1
Total Gas Active					1
Total Gas					1
Total Permits OLDTRIANGLE ROAD					1
POSSUM POINT					
Building					
Active					
<u>Deck</u>					
B14-002	DANFORTH HOMES LLC,	POSSUM POINT	8289-12-0037	1/9/2014	
Total Building by SubType: Deck - Active					1
Total Building Active					1
Total Building					1
Total Permits POSSUM POINT					1
WILLIAMSTOWN					
Electrical					
Active					
<u>electrical</u>					
E14-001	Virk, Hameed	WILLIAMSTOWN	8188-99-8040	1/6/2014	
Total Electrical by SubType: electrical - Active					1
Total Electrical Active					1
Total Electrical					1
Total Permits WILLIAMSTOWN					1
					Total Permits: 12

Northern Virginia Clean Water Partners

PLANNING MEETING

January 6, 2014

1:00 – 3:00 pm

In Attendance:

Chris Stone	Loudoun County	chris.stone@loudoun.gov
Jen McDonnell	Arlington County	jmcdonnell@arlingtonva.us
Paul Santay	Stafford County	psantay@co.stafford.va.us
Richard West	Town of Dumfries	rwest@dumfriesva.gov
David Jensen	Doody Calls	djensen@doodycalls.com
Aileen Winquist	Arlington County	awinquist@arlingtonva.us
Irene Haske	Fairfax County	Irene.haske@fairfaxcounty.gov
Aimee Vosper	NVRC	avosper@novaregion.org
Corey Miles	NVRC	cmiles@novaregion.org
Jeanne Bailey	Fairfax Water	jbailey@fairfaxwater.org
Robbie Houser	George Mason University	rhouser@gmu.edu
Brad Glatfelter	George Mason University	bglatfel@gmu.edu
Sara Rilveria	Northern VA Community College	srilveria@nvcc.edu
Micah Vieux	Loudon Water	mieux@loudonwater.org
Hannah Somers	NVRC	hsomers@mail.umw.edu
Cathy Lin	Arlington County Public Schools	cathy.lin@apsva.us
Christina Alexander	City of Fairfax	Christina.Alexander@fairfaxva.gov

The purpose of this meeting was to review the 2013 campaign and plan for the 2014 campaign. The Agenda is attached as Appendix A. The Comcast Spotlight presentation is Appendix B.

Comcast Spotlight 2013 Advertising

Heather Cleary from Comcast Spotlight provided an overview of their advertising services and the benefits of advertising on cable television as well as on-line. Comcast Spotlight has the ability to reach viewers in a specific area through broadcasting in selected zones. They can also target specific demographics by advertising on various networks. Marketing research has shown that most adults consume media online and on television. Advertising on television and on their website XFINITY.com can increase brand recall and engagement.

Heather reviewed the results of the 2013 advertising on Comcast Spotlight. The Clean Water Partners spent **\$66,834** on advertising from April 2013-December 2013. Four rubber ducky themed, anti-pollution ads were aired throughout our region on twelve networks. The television ads resulted in almost 4 million impressions. Two on-line banner ads also ran on XFINITY.com. The Partners ordered 400,000 300x250 banner ad impressions and received 514,706 impressions resulting in an added value of \$1,386. People chose to watch the video 10,325 times resulting on 1,162 minutes of video consumption and 304 click-thrus to our website. This banner ad delivered a 2.14 percent engagement rate. We also ordered 240,000 impressions of the 160x600 banner impressions. We received 287,903

impressions resulting in another \$282 of added value. People chose to watch the video 1,913 times and 161 people clicked through to our web-site.

Comcast Spotlight 2014 Advertising Proposal

The proposal for 2014 advertising with Comcast Spotlight is as follows:

- Flight dates March 2014-December 2014
- 10 Premium networks – E, Animal Planet, ESPN, History, National Geographic, CNN, HLN, Oxygen, Cartoon Network, and HGTV.
- Oxygen, History, CNN and Headline News to channel 14 were added and Hallmark, DIY and Syfy were dropped because market research has shown that those who watch Headline News were more likely to participate in eco-friendly activities
- 3 Premium Hispanic Networks – Galavision, ESPN Deportes, CNN (Espanol)
- 800,000 impressions online on Xfinity.com
- 390 added value taggables - \$15,000 value/free production
- TV ads will run more frequently in spring and fall than in the summer
- Total investment **\$65,125**
- The taggable spots are 10 seconds long-can re-use the voice overs from the radio ads

Heather's presentation is attached as Appendix B.

Discussion of Comcast Proposal

The group agreed that the advertising efforts with Comcast Spotlight in 2013 were satisfactory. The 2014 proposal is \$1709 less and has additional features that add value. According to the Partners 2013 survey, the majority of respondents prefer to receive information online and on television. Advertising efforts that are multi-media are focused appropriately. The Partners agreed to continue advertising with Comcast Spotlight with on-line and cable television ads for 2014. Corey will manage the contract with Comcast.

Website Updates

Corey and Aileen worked with intern Hannah Somers to update the Only Rain website www.onlyrain.org. was updated. Updates included

- New theme
- Links to individual jurisdictions stormwater websites.
- Radio ads and tv ads posted
- Updated the text on all pages
- Added new pictures
- Changed Mechanics page to Home Maintenance
- Added more information on car washing
- Posted local stormwater hotline numbers
- Posted household hazardous waste drop off locations
- Simplified the design

- Added information and links to more resources on illicit discharge
- Added information on the Green Thumbs page about local farmers markets and native plant sales and nurseries
- Added "Learn More" pages with links to jurisdictions webpages
- Removed RSS and Twitter icons

Promotional Items

David Jensen from Doody Calls placed an order of dog waste bag dispensers for us through his supplier. The shipment is in and he will be making deliveries to individuals soon. Corey will figure out how to divvy up the shipment so everyone gets their fair share.

Annual Survey

The annual survey of at least 500 Northern Virginia will be conducted in July to determine the effectiveness of the ads, reveal any changes in behavior, and inform future efforts of the campaign.

2014 Campaign Plan

The 3 Priority issues this year are 1) lawn care practices and chemicals 2) proper disposal of pet waste 3) illicit discharge.

The 2014 campaign plan is as follows:

- Run television ads on Comcast Spotlight Jan-Dec
- Banner ads on XFINITY.com Jan-Dec
- Taggable spots on Comcast Spotlight March-Dec
- Conduct annual survey in July and have report by August
- Each jurisdiction to distribute the promotional items at community events February - Dec
- Campaign summary out to all Partners by early September for MS4 reports
- Corey will investigate the possibility of displaying banner ads on local buses and shelters (the shelters cost \$1500/month)
- Corey will do a comparison of costs and impressions of tv ads vs. radio ads

2014 Contributions

Dues will remain the same this year. Invoices will be sent out soon.

MOU

Corey has drafted some language for MOU between the Partners and private businesses who wish to join.

New Partners

Fairfax County Public Schools and Northern Virginia Community College would like to join the partnership. Other public school systems may join as well.

Next Meeting

Corey to schedule next meeting for late summer to review survey results and campaign summary

Appendix A

Northern Virginia Clean Water Partners

WINTER 2014 CAMPAIGN PLANNING MEETING

Tuesday, January 7, 2014

1:00 – 3:00

Main Conference Room

Northern Virginia Regional Commission

3060 Williams Drive – Suite 510

Fairfax, VA 22031

The purpose of this meeting is to plan for 2014 campaign activities

AGENDA

1. **Welcome & Introductions**
2. **2013 Ad Review and 2014 Proposal from Comcast**

Heather Cleary from Comcast will provide an overview of the 2013 advertising and propose a plan for 2014
3. **Discussion among partners on Comcast 2014 proposal**
4. **Unveil website updates**
5. **2014 Campaign Plan**
 - a. 3 Priority Issues
 - b. Survey
 - c. Banner ads for buses
6. **MOU, New Partners, Next Steps, 2014 dues**



Appendix B

Reach. Engage. Connect.



Comcast SPOTLIGHT

Northern Virginia Clean Water Partners
nvrc

Heather Cleary
Senior Account Executive
Comcast Spotlight, Washington D.C.
703-656-6500

About Comcast Spotlight

Who we are:

- Comcast Spotlight is the advertising sales division of Comcast, with a presence in over 80 U.S. markets - reaching over 30 million TV households
- We put TV's most powerful networks and the area's hottest web sites to use for local, regional and national advertisers
- We reach over 1.6 million TV households across the Washington D.C. market

Who we represent:

• Comcast	• Dish Network	• MetroCast
• Verizon FiOS	• Cox	• Shentel
• DirecTV	• Atlantic Broadband	• Antietam Cable

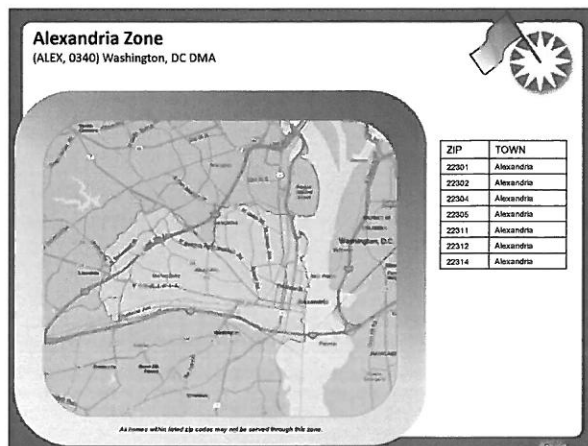
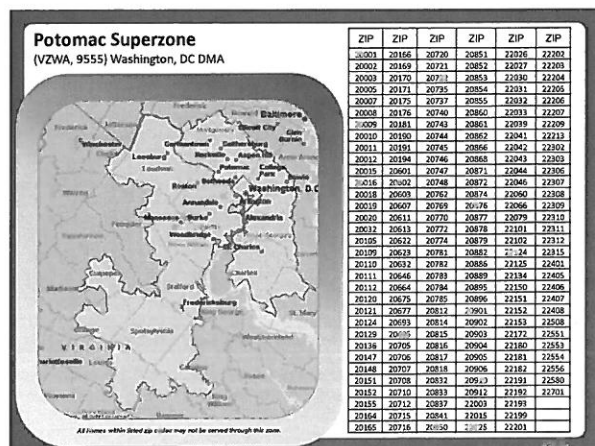
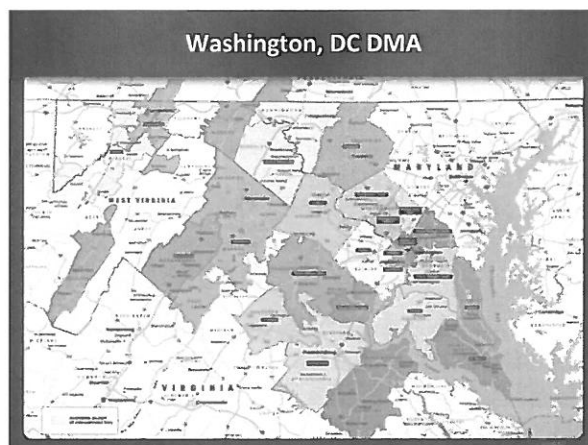
Comcast SPOTLIGHT

Our Difference


Why Advertise with Comcast Spotlight?

- We offer a full suite of multi-media solutions
- We surpass the 'reach' of broadcast television, and our viewers have more purchasing power
- We can target your audience demographic with precision
- We provide the flexibility to target viewers in a very specific geography, or message to the entire Washington DC DMA
- We improve ROI by minimizing ad waste
- We offer integrated marketing solutions
- We make cable advertising easy to buy

Comcast SPOTLIGHT



Fairfax County (FFCY, 0356) Washington, DC DMA



ZIP	TOWN	ZIP	TOWN
20120	Cottreville	22102	Tysons
20121	Cottreville	22124	Quinton
20124	Clifton	22156	Springfield
20151	Chantilly	22161	Springfield
20179	Herndon	22152	Springfield
20171	Herndon	22153	Springfield
20182	Herndon	22180	Vienna
22053	Annandale	22181	Vienna
22016	Burke	22152	Vienna
22027	Dunn Loring	22304	Alexandria
22030	Fairfax	22307	Alexandria
22031	Fairfax	22308	Alexandria
22032	Fairfax	22309	Alexandria
22033	Fairfax	22310	Alexandria
22039	Fairfax Station	22312	Alexandria
22041	Baileys Cross	22315	Alexandria
22042	Falls Church		
22043	Falls Church		
22044	Seven Corners		
22049	Falls Church		
22079	Lees		
22101	McLean		

All homes within listed zip codes may not be served through this zone.

Target your most valuable geographic areas with XFINITY.com

Your ad appears only in the geographic area you select!

20 individual zones available in Washington, DC area



Alexandria, VA	Montgomery Central, MD
Arlington, VA	Montgomery North, MD
Calvert, MD	Montgomery Mid-East
Charles, MD	Prince George's MD North
Culpeper, VA	Prince George's MD South
Fairfax, VA	Prince William, VA-East
Frederick, MD	Prince William, VA-West
Hyattsville, VA / Cumberland, MD	Spotsylvania / Stafford, VA
Loudoun, VA	The District Of Columbia, DC
Martinsburg, WV	Warrenton, WA
	Wheatridge, VA

Demographic Targeting On-air and Online

Cable Television offers the unique ability to Target Programming by offering a variety of Network's tailored to specific needs.

Affluent Adults	XFINITY.com FOX travel CNN tbs HGTV ESPN
News Buffs	FOX CNN XFINITY.com MSNBC USA
Sports Fans	ESPN FSX CNN XFINITY.com
Women	WE tv LMO LifeTime E! XFINITY.com HGTV
Kids & Families	nick DISNEY GYM XFINITY.com
Trendsetters	COM BETX XFINITY.com

XFINITY.com is the Online Dashboard That Connects Customers to Their Daily Lifestyle

Communications

- Email
- Voice mail
- Text

Entertainment

- Record & manage DVR
- Watch thousands of hours of full-length TV series online
- Watch live sports
- Short-form video features

Information

- News
- Finance

Home Security

- Coming soon




U.S. Adult Media Consumption

Adults spend the majority of their time consuming media on TV and Online

Comcast Spotlight provides advertising access to the media where consumers are spending over 2/3 of their time

Are your advertising efforts focused appropriately?



Source: eMarketer, Dec 2011 (includes multitasking—exposure to two mediums simultaneously are counted under both mediums)

Better Ad Recall With Multi-screen Viewing

TV Advertising

BRAND RECALL

74% Recall the Message

ENGAGEMENT

39% Remember the Details

22%

Source: Nielsen, Google Cross-Platform Ad Effectiveness Study 2011, *Multiplatform = Ad Exposure on PC, Phone & Tablet

2013 Campaign Recap

Flight Dates
April 2013-Feb 2014
Targeted Networks & Websites



9 Premium Networks
3 Premium Hispanic Networks
800,000 impressions online on Xfinity.com

Total Investment
\$66,834

Comcast SPOTLIGHT

In-Banner Video Campaign Recap

Client Name: NVRC 300x250
Start Date: 4/1/13
End Date: 12/30/13

xfinity

- Ordered 400,000 banner impressions
- Delivered 514,706 banner impressions
- Added Value \$1,368/114,706 free impressions
- People chose to watch your video 10,325 times
- A total of over 1,162 minutes of video consumption... over **19 HOURS** of BRAND EXPOSURE!
- 1,342 viewers completed watching the video
- The added value beyond banner impressions:
 - 304 Click-thrus to your website
 - 349 Interactions with your commercial



○ 2.14% TOTAL ENGAGEMENT RATE

* Based on national click-thru average of .03% (IAB) Comcast SPOTLIGHT

In-Banner Video Campaign Recap

Client Name: NVRC 160x600
Start Date: 4/1/13
End Date: 12/30/13

xfinity

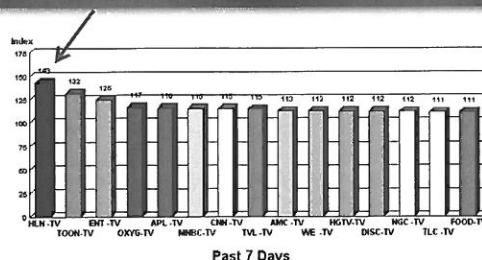
- Ordered 240,000 banner impressions
- Delivered 287,903 banner impressions
- Added Value \$282/47,903 free impressions
- People chose to watch your video 1,813 times
- A total of over 211 minutes of video consumption... over **3.5 HOURS** of BRAND EXPOSURE!
- 248 viewers completed watching the video
- The added value beyond banner impressions:
 - 161 Click-thrus to your website
 - 63 Interactions with your commercial



○ 0.74% TOTAL ENGAGEMENT RATE

* Based on national click-thru average of .03% (IAB) Comcast SPOTLIGHT

Those who watch Headline News are 43% more likely to participate in eco-friendly activities regularly, like using less water at home.



Past 7 Days
Washington, D.C. - SynchroMedia, Inc. 12-Fx13, Scarborough, DMA, Adults 18+
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Comcast SPOTLIGHT

2014 Multiscreen Proposal

Flight Dates
March 2014-December 2014
Targeted Networks & Websites



10 Premium Networks
3 Premium Hispanic Networks
800,000 impressions online on Xfinity.com
380 Added Value Taggables: \$15,000 value/free production

Total Investment
\$65,125

*Monthly pricing breakdown attached (added Oxygen, History, CNN, Headline News to 14 and removed Hallmark, DIY and Syfy)

Comcast SPOTLIGHT

2014 Multiscreen Proposal

Month	TV Ads	Online Ads	Investment	Free Taggable Spots
March	512	80,000	\$7,023	42
April	512	80,000	\$7,023	42
May	512	80,000	\$7,023	42
June	360	80,000	\$4,837	30
July	360	80,000	\$4,837	30
August	445	80,000	\$5,851	36
September	539	80,000	\$8,414	50
October	539	80,000	\$8,414	50
November	445	80,000	\$5,851	36
December	445	80,000	\$5,851	36

Comcast SPOTLIGHT

Thank you!

Thank you for the partnership in 2013
and for consideration in 2014!

Heather Cleary
Senior Account Executive
703-656-6500
Heather_Cleary@Cable.Comcast.com

Comcast
SPOTLIGHT

ANIMAL PLANET

Animal Planet evokes the expansive and unexpected range of raw, visceral experiences within the animal kingdom—tapping into the instincts that drive us with stories and characters that resonate with the human condition.

Age		
18-24	10.0%	
25-34	18.8%	
35-49	2.2%	
50-64	16.2%	
65-74	14.4%	
75+	14.7%	
Gender		
Male	49.0%	
Female	54.0%	
Education		
High School Grad	58.8%	
College Grad	17.6%	
Postgraduate Degree	11.2%	
Household Income		
\$50k - \$99,999	31.1%	
\$100,000 - \$149,999	11.2%	
\$150,000 - \$249,999	11.1%	
\$250,000+	8.9%	
HH Characteristics		
Own Home	51.1%	
White Collar	45.6%	
Married	6.3%	
1+ Children in HH	30.8%	

- After the Attack
- Animal Face-Off
- Call of the Wildman
- Finding Bigfoot
- I Shouldn't Be Alive
- Pit Boss
- Puppy Bowl
- River Monsters
- Swamp Wars
- Whale Wars

River Monsters

Whale Wars

Comcast
SPOTLIGHT

CN
CARTOON NETWORK

Cartoon Network offers a vast audience of cartoon lovers, young and old, the best cartoons ever made. Drawing from the world's largest cartoon library, Cartoon Network features an outrageous environment that celebrates toons! The network has been a consistent ratings leader with its innovative packaging of beloved cartoon characters.

Age		
18-24	14.0%	
25-34	18.4%	
35-49	38.0%	
50-64	14.2%	
65-74	7.1%	
75+	10.3%	
Gender		
Male	36.4%	
Female	60.6%	
Education		
High School Grad	63.3%	
College Grad	13.6%	
Postgraduate Degree	6.8%	
Household Income		
\$50k - \$99,999	31.5%	
\$100,000 - \$149,999	24.1%	
\$150,000 - \$249,999	8.0%	
\$250,000+	4.3%	
HH Characteristics		
Own Home	60.1%	
White Collar	60.0%	
Married	65.1%	
1+ Children in HH	56.7%	

- Adventure Time
- Ben 10: Omniverse
- Beware the Batman
- Clarence
- Lego: Legends of Chima
- Pokémon
- Regular Show
- Steven Universe
- Tenkai Knights
- Uncle Grandpa

Adventure Time

Ben 10: Omniverse

Comcast
SPOTLIGHT

CNN

Since its first broadcast in 1980, CNN has grown to become the superior source of 24-hour news and information for well-informed viewers. CNN connects viewers with what they want to know—the facts, insights, analysis and perspectives that allow for the deepest understanding of the news as it happens.

Age		
18-24	7.8%	
25-34	17.4%	
35-49	27.8%	
50-64	11.1%	
65-74	10.3%	
75+	10.6%	
Gender		
Male	52.8%	
Female	47.6%	
Education		
High School Grad	44.2%	
College Grad	26.8%	
Postgraduate Degree	23.6%	
Household Income		
\$50k - \$99,999	20.2%	
\$100,000 - \$149,999	22.9%	
\$150,000 - \$249,999	10.2%	
\$250,000+	7.3%	
HH Characteristics		
Own Home	68.8%	
White Collar	49.4%	
Married	55.3%	
1+ Children in HH	35.4%	

- Anderson Cooper 360
- CNN NewRoom
- Crossfire
- Early Start
- Erin Burnett OutFront
- Legal View
- New Day
- Piers Morgan Tonight
- The Lead
- The Situation Room

Anderson Cooper 360

The Situation Room

Comcast
SPOTLIGHT

CNN

A 24-hour Spanish-language news network for Latin America, the Hispanic American, United States marketplace.

Age		
18-24	8.2%	
25-34	22.1%	
35-49	32.1%	
50-64	10.8%	
65-74	13.1%	
75+	14.1%	
Gender		
Male	50.2%	
Female	49.8%	
Education		
High School Grad	63.6%	
College Grad	7.9%	
Postgraduate Degree	3.8%	
Household Income		
\$50k - \$99,999	20.3%	
\$100,000 - \$149,999	5.3%	
\$150,000 - \$249,999	2.1%	
\$250,000+	7.3%	
HH Characteristics		
Own Home	42.8%	
White Collar	23.7%	
Married	58.7%	
1+ Children in HH	54.5%	

- Al Galope
- Arístegui
- Café CNN
- Cala
- CNN Dinero
- Destino
- Directo USA
- México Opina
- México Perspectivas
- Sanjay Gupta, MD

CNN Dinero

Directo USA

Comcast
SPOTLIGHT

E! POP OF CULTURE

E! is the ultimate destination for entertainment fans and adult consumers who crave the latest on celebrities, entertainment & pop culture. E! connects these consumers to the world of Hollywood in a positive, fun, witty and aspirational way. From our Red Carpet Coverage to E! News & True Hollywood Story, we're your #1 source for everything entertainment!

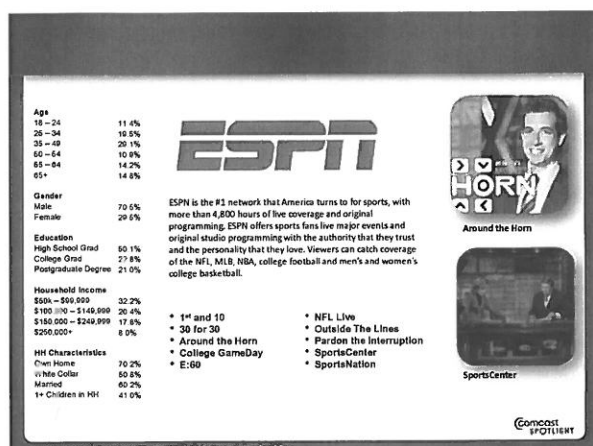
Age		
18-24	17.6%	
25-34	20.1%	
35-49	26.8%	
50-64	8.8%	
65-74	11.8%	
75+	7.7%	
Gender		
Male	20.1%	
Female	70.8%	
Education		
High School Grad	55.5%	
College Grad	22.7%	
Postgraduate Degree	14.5%	
Household Income		
\$50k - \$99,999	20.5%	
\$100,000 - \$149,999	21.1%	
\$150,000 - \$249,999	12.0%	
\$250,000+	7.2%	
HH Characteristics		
Own Home	59.9%	
White Collar	58.3%	
Married	48.4%	
1+ Children in HH	40.0%	

- Chelsea Lately
- E! Investigates
- E! News
- E! True Hollywood Story
- Fashion Police
- Hello Ross
- Keeping Up with the Kardashians
- Live from the Red Carpet
- The Soup
- Total Divas

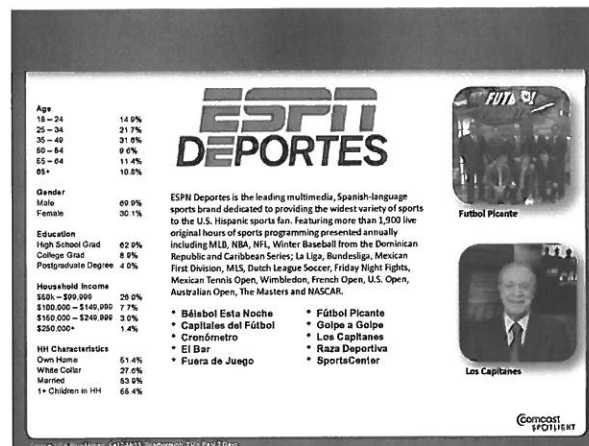
Keeping Up with the Kardashians

The Soup

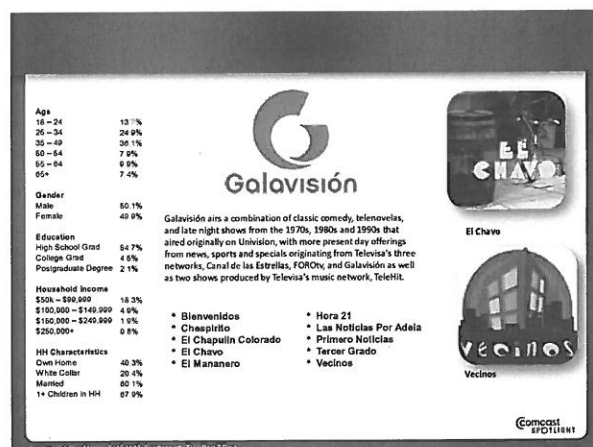
Comcast
SPOTLIGHT



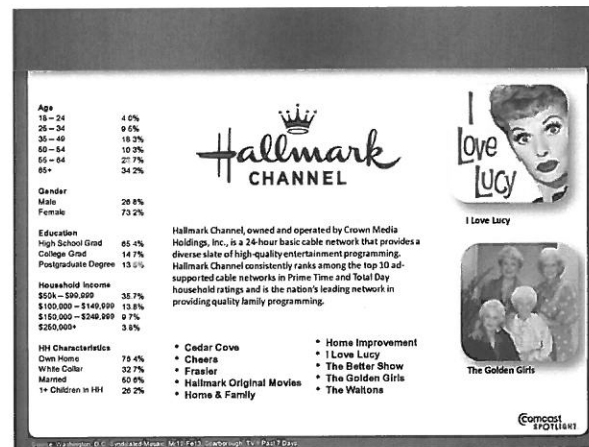
Source: Washington, D.C. (Unaudited Median: M10-F13) Scarborough, TV-PG (F13 Day)



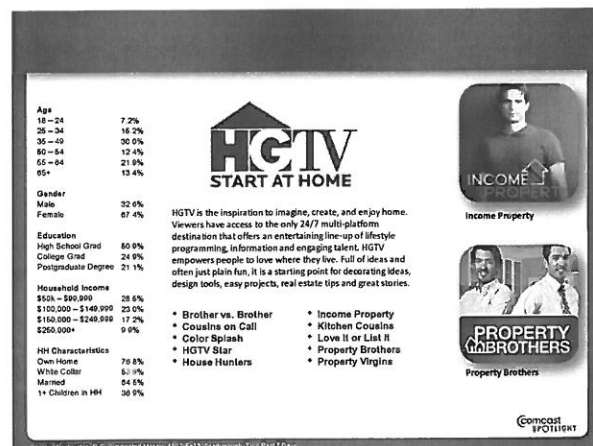
Source: USA Hispanic; Tel: 1-800-333-3333; Scarborough, TV-PG (F13 Day)



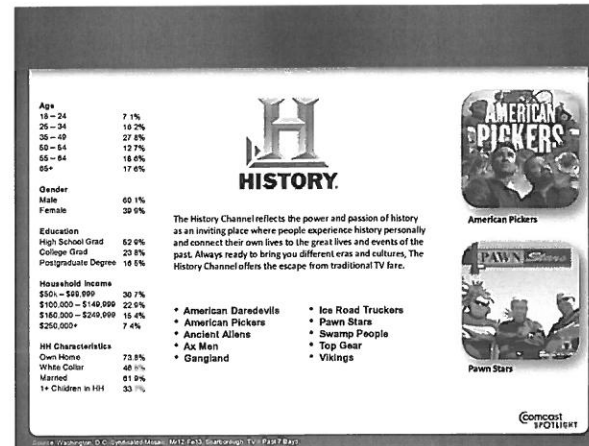
Source: USA Hispanic; Tel: 1-800-333-3333; Scarborough, TV-PG (F13 Day)



Source: Washington, D.C. (Unaudited Median: M10-F13) Scarborough, TV-PG (F13 Day)



Source: Washington, D.C. (Unaudited Median: M10-F13) Scarborough, TV-PG (F13 Day)



Source: Washington, D.C. (Unaudited Median: M10-F13) Scarborough, TV-PG (F13 Day)

HLN

Age

18-24	2.8%
25-34	5.3%
35-49	37.4%
50-64	15.7%
65-64	19.5%
65+	19.3%

Gender

Male	57.7%
Female	42.3%

Education

High School Grad	43.3%
College Grad	24.4%
Postgraduate Degree	23.8%

Household Income

\$50k - \$99,999	28.8%
\$100,000 - \$149,999	20.8%
\$150,000 - \$249,999	14.7%
\$250,000+	6.9%

HH Characteristics

Own Home	77.5%
White Collar	44.7%
Married	61.1%
1+ Children in HH	33.9%

CNN Headline News is the ultimate resource for today's "Time Warriors" - people who do more and demand more out of every day, and need convenient and instant access to the information they rely upon to chart the course of their day. Headline News delivers the day's headlines every 15 minutes, 24 hours a day.

- Dr. Drew On Call
- Evening Express
- HLN News Now
- Jane Velez-Mitchell
- Morning Express
- Nancy Grace
- Now in America
- Raising America
- Showbiz Tonight
- Weekend Express

Morning Express with Robin Meade

Showbiz Tonight

Comcast SPOTLIGHT

NATIONAL GEOGRAPHIC CHANNEL

Age

18-24	8.3%
25-34	14.1%
35-49	24.7%
50-64	12.0%
65-64	20.6%
65+	19.9%

Gender

Male	59.1%
Female	40.9%

Education

High School Grad	57.4%
College Grad	21.2%
Postgraduate Degree	13.8%

Household Income

\$50k - \$99,999	31.6%
\$100,000 - \$149,999	20.0%
\$150,000 - \$249,999	14.3%
\$250,000+	7.8%

HH Characteristics

Own Home	71.3%
White Collar	44.1%
Married	58.4%
1+ Children in HH	26.3%

Track down a biblical plague threatening modern-day lives. Uncover a new human species. Tempt fate with people whose risky jobs are just another day at the office. You can do it all on the National Geographic Channel where everyday is an adventure.

- Alaska State Troopers
- American Blackout
- American Gypsies
- Border Wars
- Diggers
- Doomsday Preppers
- Hell on the Highway
- Snake Salvation
- Taboo
- Wicked Tuna

Doomsday Preppers

Wicked Tuna

Comcast SPOTLIGHT

oxygen

Age

18-24	15.0%
25-34	25.6%
35-49	23.1%
50-64	12.3%
65-64	13.4%
65+	11.3%

Gender

Male	21.1%
Female	78.9%

Education

High School Grad	66.4%
College Grad	16.1%
Postgraduate Degree	10.1%

Household Income

\$50k - \$99,999	32.6%
\$100,000 - \$149,999	19.2%
\$150,000 - \$249,999	8.7%
\$250,000+	4.8%

HH Characteristics

Own Home	58.7%
White Collar	42.4%
Married	43.7%
1+ Children in HH	45.2%

Oxygen connects women to their whole world with shows that are funny, wise, provocative, clever, and that reflect the best that women see in themselves such as their passion for life.

- Bad Girls Club
- Best Ink
- Hollywood Unzipped
- Love Games
- My Big Fat Revenge
- Preachers of L.A.
- Snapped
- Too Young to Marry?

Bad Girls Club

Best Ink

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NVRC Maine Devil Ducks Spot

Comcast SPOTLIGHT

NVRC Hispanic Spot

Comcast SPOTLIGHT

Example Added Value Taggable Spot

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